CLAIMS

1.   A method for optimizing the looking up of a page of data looked up on a terminal by at least one user, the looked-up data being downloaded from a first remote site and/or available on a data medium,

characterized in that it comprises a step for inserting on the fly at least one active code into said page by said terminal.

2.   The optimization method according to claim 1, characterized in that the area of said page wherein said active code is inserted, is determined according to the type of action generated by said active code.

3.   The optimization method according to claim 1, characterized in that said active code inserted on the fly is a final active code enabling an algorithm to be executed on said terminal.

4.   The optimization method according to claim 1, characterized in that said active code inserted on the fly is an intermediate invocation active code which, when it is executed by said terminal, enables said terminal to invoke a provider of final active code, so that the terminal receives from the latter a final specific active code enabling an algorithm to be executed on said terminal.

5.   The optimization method according to claim 4, characterized in that, during said invocation of the final active code provider by said terminal, said terminal further provides at least one cookie.

6. The optimization method according to claim 5, characterized in that it further comprises at least one step preceding said step for insertion on the fly and belonging to the group comprising:

the steps for defining a profile for a user of said terminal,

the steps for generating said at least one cookie depending on said profile for a user of said terminal,

the steps for providing said at least one cookie by said final active code provider to said terminal, and

the steps for storing said at least one cookie by said terminal.

7. The optimization method according to claim 5, characterized in that said at least one cookie is used for identification purposes.

8. The optimization method according to claim 5, characterized in that said final active code provider takes the content of said at least one cookie into account for generating said specific final active code.

9. The optimization method according to claim 1, characterized in that said active code belongs to the group comprising:

script codes interpreted by a navigator,

"includes" of script code interpreted by a navigator,

navigator objects,

codes exploiting navigator objects,

applets,

codes exploiting applets, and

macro-instructions.

10. The optimization method according to claim 1, characterized in that said active code inserted into said page is loaded and/or interpreted and/or executed by said terminal before, during and/or after displaying said page on said terminal.

11. The optimization method according to claim 1, characterized in that said active code is executed in a navigator comprised in said terminal.

12.   The optimization method according to claim 1, characterized in that said active code is specifically generated according to at least one criterion specific to a component belonging to the group comprising:

said at least one user of said terminal,

5   said terminal,

said first remote site,

said page,

the Internet access provider enabling said terminal to access said first remote site, and

10   the navigator used by said terminal.

13.   The optimization method according to claim 12, characterized in that said at least one criterion belongs to the group comprising:

the identity of said at least one user of said terminal,

15   the preferences of said at least one user of said terminal,

the address and/or the name of the domain of the first remote site,

the origin of said looked-up data,

the type and/or the version of the navigator used by said terminal,

the type and/or the version of said terminal,

20   the provider of said looked-up data, and

the type of access to said looked-up data.

14.   The optimization method according to claim 1, characterized in that, it is used for at least one application belonging to the group:

25   insertion into said page, of information

insertion into said page, of information relating to events handled by a second remote site connected to said terminal,

insertion into said page of information relating to data available on a portal related to the content of said page,

30   provision to the user, via said page, of at least one service provided by at least one third remote site connected to said terminal,

archiving of information related to the activity of the user of said terminal,

change in the presentation of said data,

censure of at least one datum among said data, and

35   invocation of at least one second active code.

15. The optimization method according to claim 14, characterized in that it is used for at least one application of the type for inserting into said page, additional information,

5 and in that said active code implements the following operations:

search for at least one specific piece of information in said page,

creation of a list of specific pieces of information found in said page,

creation of an area for inserting additional information in said page,

provision of said list of specific pieces of information to a provider of

10 additional information connected to said network, and

filling said area for inserting additional information, with data provided by said information provider in response to said operation for providing said list of specific pieces of information.

15 16. The optimization method according to claim 15, characterized in that said additional pieces of information belong to the group comprising:

advertising information,

annotations,

complementary links to remote sites dealing with the same subject as said

20 looked-up data,

complementary links to remote sites dealing with subjects related to the subject of said looked-up data,

alternative keywords,

notes assigned to said first remote sites, and

25 tables for indexing the items of said page of looked-up data.

17. The optimization method according to claim 14, characterized in that it is used for at least one application for changing the presentation of said data;

30 and in that said active code implements the following operations:

search for at least one specific piece of information in said page,

creation of a list of specific pieces of information found in said page,

provision of said list of specific pieces of information to an

35 information provider connected to said terminal, and

presentation of at least one portion of said downloaded data according to a format defined by said information provider (106) in response to said operation for providing said list of specific pieces of information.

18.   The optimization method according to claim 14, characterized in that it is used for at least one application for censuring at list one datum among said data,

and in that said active code implements the following operations:

search for at least one specific piece of information in said page,

creation of a list of specific pieces of information found in said page,

provision of said list of specific pieces of information to an information provider connected to said network, and

censure of at least one portion of said data according to at least one criterion defined by said information provider in response to said operation for providing said list of specific pieces of information.

19.   The optimization method according to claim 14, characterized in that it is used for at least one application for invoking at least one second active code,

and in that said active code implements the following operations:

creation of a list of specific pieces of information found in said page,

provision of said list of specific pieces of information to an information provider connected to said terminal, and

invocation of at least one second active code according to at least one criterion defined by said information provider in response to said operation for providing said list of specific pieces of information.

20. The optimization method according to claim 15, characterized in that said at least one specific piece of information belongs to the group of information comprising:

keywords,

5   link addresses,

addresses of items mentioned in said page, and

information for creating said page.

21. The optimization method according to claim 15, characterized in
10   that said at least one specific piece of information is updated according to a predetermined criterion.

22. The optimization method according to claim 21, characterized in that said predetermined criterion belongs to a group of criteria comprising:
15   the identity of said at least one user of said terminal,

the preferences of said at least one user of said terminal,

the address and/or the name of the domain of said first remote site,

the origin of said looked-up data,

the type and/or the version of the navigator used by said terminal,
20   the type and/or the version of said terminal,

the provider of said looked-up data,

the type of access to said looked-up data, and

the Internet access provider enabling said terminal to access said first
           remote site.
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23. The optimization method according to claim 14, characterized in that it is used for at least one application of the type for permanently providing the user, via said page, with at least one service provided by at least one fourth remote site connected to said network,
30   and in that said active code, when it is executed by said terminal, declares said at least one service in said page.

24. The optimization method according to claim 23, characterized in that said code enables a menu for accessing at least one service to be implemented
35   by the terminal.

25.   The optimization method according to any of claims 23 and 24, characterized in that said at least one service belongs to the group comprising:

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        simplified services for accessing information other than that contained in said page,

        simplified services for accessing search engines,

        simplified services for accessing advanced functions of a navigator comprised in the terminal,

        services for monitoring external events, and

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        simplified access to at least one service available by hand on the Internet and which requires at least that data be entered.

26.   The optimization method according to claim 23, characterized in that said at least one service is attached to at least one event belonging to the
15   group comprising:

        actions on a man-machine interface, and

        navigation events.

27.   The optimization method according to claim 23, characterized in
20   that said at least one service is attached to at least one marked-up language item.

28.   The optimization method according to claim 1, characterized in that said page of data consists of at least two subpages, wherein said active code is included in each said subpage.

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29.   A system characterized in that it comprises means adapted for implementing active code insertion according to claim 1.

30.   A device for optimizing the lookup of a page of data looked up on
30   said device by at least one user, the looked-up data being downloaded from a first remote site and/or available on a data medium

characterized in that it comprises means for inserting on the fly at least one active code into said page.

31.   The optimization device according to claim 30, characterized in that it belongs to the group comprising:

microcomputers,

terminals for looking up data on a network,

5   terminals for looking up data from a removable medium, and

mobile terminals.